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Welcome to With Watson.

This guide is an essential tool for anyone building with and talking about Watson. It sets expectations for the experiences we create and provides direction and guidance on how Watson should be presented to the world.

Explaining AI, cognitive computing, and IBM Watson to the world can be a challenge. This guide was developed to help our partners and clients talk about IBM Watson in a clear and effective manner.
In general, we try to follow these messaging principles:

**Unify voice and tone.**
It is important to retain a cohesive and fluid voice across all communications, so it is clear that all pieces of content are inherently linked together and easily understood.

**Consistency builds trust with users.**
A consistent tone of voice keeps an audience engaged and immersed in the content. Different voices distract from the core messaging and content and risk alienating readers. A consistent tone builds trust. Trust and credibility are critical when talking about the benefits of AI and cognitive computing.

**Combat corporate speak.**
Marketing terms and corporate jargon can cause content to feel undifferentiated and stale. It is critical to use understandable, tailored language to ensure the voice of the brand is clear when talking about AI and Watson.
What is Watson?
Watson is the AI platform for business.

With Watson, you can:
- Analyze unstructured data by using natural language processing to understand meaning and context
- Understand complex questions and evaluate multiple potential meanings to determine what is being asked
- Present answers and solutions based on supporting evidence and confidence in information found

Watson is a...
- Powerful new technology
- Collaborative partnership
- Cognitive computing platform
- Cognitive system
- AI platform for business

Watson is not a...
- Super computer
- Jeopardy! champion
- Black box that can do anything
- World-problem solver
- Just a spinning avatar
Watson can:

**Accelerate research and discovery**

The IBM Watson platform can process millions of documents, reading million pages per second. Connect Watson to your organization’s most important documents and empower your employees to locate key information and insights in a fraction of the time it takes them now.

**Recommend with confidence**

Even the best experts can’t keep up with all the information we have access to these days, especially in fields that are constantly evolving. By teaching Watson about the parameters that matter to you, you can always be confident in the knowledge that you’ve taken every important factor into account when making a decision or recommendation.

**Enrich interactions**

You can’t be everywhere at once, and neither can your employees. Train Watson to recognize the intent behind the most common requests from your audience to ensure that their needs are being met rapidly. You can also train the system on the most popular entities that your audience mentions, ensuring that every interaction they have with your brand is tailored, meaningful and engaging.

**Detect liabilities and mitigate risk**

Risk is a constant reality for every organization, and it comes in many forms. Watson is able to read and understand regulations and detect threat-related anomalies, helping protect your organization from risk in all its various forms. Watson also offers simple, intuitive training processes that make it easy to update the system on new findings, ensuring that your business stays up to date and secure at all times.

**Anticipate and preempt disruptions**

It’s always better to address small issues early rather than waiting for them to escalate. Use Watson to constantly monitor the condition of your equipment and alert you immediately of any issues that could lead to bigger, more expensive problems down the road.

**Scale expertise and learning**

The majority of an organization’s knowledge lives in one of two places: either buried in vast collections of technical documents or locked up in the heads of veteran employees who have learned countless lessons from experience. Use Watson to capture all of this invaluable knowledge and expertise and make it easily accessible to a much wider segment of your business.
When talking about Watson, it is important to remember these five things:

1. Clearly communicate the value and importance of working with Watson and how it benefits the customer

2. Be aware of your audience when developing communications, as some audiences are more technically focused than others

3. In most cases, avoid too much technical jargon when discussing Watson technology

4. When promoting your product, application or service that uses Watson, be sure your brand is the primary communicator

5. When introducing Watson for the first time in messaging or communications, use “IBM Watson” to define what Watson is and the specific technology you are discussing. After that, you can just use “Watson.”
The written voice of the Watson brand should be consistent, but what really matters is finding the language and tone to communicate that Watson enables a partnership between its users and cognitive technology. What makes our voice unique is the combination of these principles.

Watson is:

**Conversational**
- We use the peer to peer language of equals
- We speak in ways people can understand, but we don’t talk down to them

**Curious**
- We have an inquisitive voice, and are keen to seek out and share opinion, knowledge and insight
- We ask questions and invite responses, but we’re not dreamers

**Straightforward**
- We speak with direct, unambiguous language that seeks to clarify, simplify and condense
- We have a great story to tell, but we don’t overhype or over-embellish our messaging

**Positive**
- We use optimistic, encouraging language to communicate the benefits and success Watson can deliver for our partners and end-users
- We’re enthusiastic and inspirational, but we don’t over-promise
## The Brand Voice of Watson

### Do’s and do not’s

#### Conversational

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<tr>
<td>– Use accessible, friendly, inviting, open language</td>
<td>– Indulge in small talk or get too chatty</td>
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<td>– Have an end-point in mind when you start, in order to create a narrative people can follow and engage with</td>
<td>– Confuse with jargon</td>
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<td>– Be warm and human</td>
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#### Straightforward

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<td>– Quickly get to your point</td>
<td>– Be forceful or pushy</td>
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<tr>
<td>– Communicate the benefits clearly, simply and succinctly</td>
<td>– Lose the human voice of Watson</td>
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#### Curious

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<td>– Ask the kind of big, difficult questions that Watson can help answer</td>
<td>– Ask “why can’t fish dance?” or stray into the realms of whimsical or absurd</td>
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<td>– Demonstrate Watson’s curiosity and eagerness/ability to learn</td>
<td>– Over-promise on Watson’s ability to answer the toughest questions</td>
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<td>– Show how Watson is helping a user to answer the question</td>
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#### Positive

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<tr>
<td>– Be enthusiastic, upbeat, hopeful</td>
<td>– Over-sell or over-promise</td>
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<tr>
<td>– Remember that we want Watson to inspire people to do great things</td>
<td>– Talk in the abstract about “limitless potential” or “brave new worlds”</td>
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<tr>
<td>– Talk about the benefits Watson promises your audience</td>
<td>– Be blindly optimistic about everything</td>
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<tr>
<td></td>
<td>– Consider the context of, and audience for, your communication</td>
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Like IBM, Watson’s language is grounded in clarity, honesty, big ideas, belief in the tangible benefits of what we do and the transformative power of technology. We have found these tips will help us stay true to our voice.

– Use eye-catching, thought-provoking headlines and natural, human language

– Keep sentences short and easy to follow

– Write as if you’re talking face-to-face with someone you know and respect

– Avoid flowery, figurative language, metaphors and anything that’s more fluff than fact

– Steer clear of jargon, acronyms or anything else that might make your meaning harder to follow

– Keep the language grounded and realistic – we shouldn’t overpromise, overhype or over-sell

– Strive for an upbeat, confident, inspirational tone – this is technology with amazing potential
At IBM, we are creating “augmented intelligence,” not “artificial intelligence.” It’s the critical difference between systems that enhance and scale human expertise (augmented intelligence) and those that attempt to replicate human intelligence (artificial intelligence).

You’ll most often hear us refer to our broader work with augmented intelligence as “cognitive computing.” Cognitive computing is a comprehensive set of capabilities based on technologies such as machine learning, reasoning and decision making, language, speech and vision. When integrated with human-interfacing technologies, distributed and high-performance computing, and new computing architectures and devices, these capabilities are designed to solve a wide range of problems, boost productivity and foster new discoveries across many industries.

Watson is a cognitive computing platform that understands the world in the way that humans do – through senses, learning and experience. It learns at scale, reasons with purpose and interacts with humans naturally.
Trademarks can be confusing. Here are some tips and tricks when using IBM Watson, With Watson and IBM Watson Service names in communications within the United States. Please be aware that rules for marking product names differ by country, and if using the names outside of the U.S., you may need to seek guidance from a trademark professional.

1. With names in plain text (like a blogpost or website), only the first use of the longest term should be marked with a ™ or ®. IBM Watson is a registered term and uses the ® symbol.

2. The first reference to all IBM product names should be preceded by IBM and followed by the proper trademark symbol. So, the first reference would “IBM Watson® Conversation Service,” and the next one can be “Watson Conversation Service.”

3. You do not need to use ™ or ® on merchandise or signage.

4. Because “IBM Watson®” is a registered trademark, we do not need to place the ® with the “IBM” in names that include “IBM Watson.”

5. In the first mention of IBM Watson technology, it must be the full name “IBM Watson®,” but in subsequent uses it can be shortened to “Watson.”
Can I issue a press release without IBM approval if I am With Watson verified?
No. IBM must approve all mentions of Watson technology, the IBM and/or Watson brand in any press release or marketing materials.

Please submit a draft of your press release to withwatson@us.ibm.com for consideration. It can take up to 10 days to evaluate partner press releases, so ensure you allow for adequate approval time before the release date.

How does IBM determine which companies receive press release approval or support?
Communications and marketing support and amplification, – including approval to mention IBM Watson or our technology in a press release – is evaluated on a case-by-case basis by the IBM Watson marketing and communications team.

Do all companies need to go through the With Watson verification process even if they don’t want to discuss IBM Watson via press release?
Yes, all companies must apply to the With Watson program, even if they don’t plan to discuss Watson in a press release.

Can I talk to the media about my use of Watson technology? Or can I post on social media about my use of Watson technology?
The Watson platform is open to developers and enterprises looking to build these technologies into their own applications. However, unless you have received explicit permission from IBM on some form of public communication, you may not state that you have partnered with IBM or received any sort of endorsement from IBM on your application or product.
If you have any questions, please contact the With Watson team:
withwatson@us.ibm.com